REFERENCES:

Websites:

http://blog.digitalinsights.in/important-statistics-digital-and-social-media-users-in-india/05224987.html

http://finmin.nic.in/the_ministry/dept_expenditure/notification/hra_citiesclassification/21-07-2015.pdf

http://www.livemint.com/Politics/FqcL24fK5aQ68qC6KzohJO/Social-media-in-India.html

http://www.mapsofindia.com/census2011/internet-penetration.html

http://www.mapsofindia.com/census2011/mobile-connections.html

http://www.mapsofindia.com/my-india/society/role-of-social-media-in-india

http://www.socialmediadefined.com/what-is-social-media/

http://www.webdesignerdepot.com/2009/10/the-history-and-evolution-of-social-media/

https://dazeinfo.com/2015/02/07/consumer-behavior-towards-ever-growing-retail-india-changing/

https://dazeinfo.com/2016/02/08/mobile-internet-users-in-india-2016-smartphone-adoption-2015/

https://hbr.org/2006/10/the-new-indian-consumer

https://smallbiztrends.com/2013/05/the-complete-history-of-social-media-infographic.html

https://www.statista.com/statistics/265153/number-of-internet-users-in-the-asia-pacific-region/

https://www.techinasia.com/india-web-mobile-data-series-2016

https://www.techinasia.com/india-web-mobile-data-series-2016

Articles:

AgarwalVarsha (2015), The Role of Social Media in Entrepreneurship Education in India, Vol. 12 Issue 3, p7-21. 15p, ISSN:0973-2659

Agnihotri Raj, KothandaramanPrabakar, Kashyap Rajiv, and SinghRamendra(2012) Salespeople's Social Media Use on Service

Behaviors and Value Creation, Journal of Personal Selling & Sales Management. Vol. 32 Issue 3, p333-348. 16p, ISSN:0885-3134

Ajay Singh, &TarunSinghal,(2015), Impact of Social Media Expressions on Value Perceptions and Purchase Intentions, Amity Business Review. Vol. 16 Issue 2, p32-40. 9p, ISSN:0972-2343

AkarEzgi, Nasir V. Aslihan (2015), A review of literature on consumers' online purchase intentions, Journal of Customer Behaviour. Vol. 14 Issue 3, p215-233. 19p, ISSN:1475-3928

B to B (2008) Need to know, B to B. Vol. 93 Issue 4, p35-35. 1p, ISSN:1530-2369

BaxiBelur, Panda Rasananda, KaraniAnushree (2016), Community Marketing: an effective Marketing Strategy, Romanian Journal of Marketing, Issue 3, p2-11. 10p, ISSN: 1842-2454

Carlson Ashley & Lee C. Christopher (2015), Followership And Social Media Marketing.Academy of Marketing Studies Journal.Vol. 19 Issue 1, p80-101. 22p, ISSN:1528-2678

Choi Eun-Kyong (Cindy), Fowler Deborah, Goh Ben, & Yuan Jingxue (Jessica)(2016), Social Media Marketing: Applying the Uses and Gratifications Theory in the Hotel Industry, Journal of Hospitality Marketing & Management. Vol. 25 Issue 7, p771-796. 26p, ISSN:1936-8623

Fernando, Suganthi&Sivakumaran (2014), If You Blog, Will They Follow? Using Online Media to Set the Agenda for Consumer Concerns on “Greenwashed” Environmental Claims, Journal of Advertising. Vol. 43 Issue 2, p167-180. 14p, ISSN:0091-3367

Fulgoni, Gian M (2015) How Brands Using Social Media Ignite Marketing and Drive Growth, Journal of Advertising Research.Vol. 55 Issue 3, p232-236. 5p, ISSN:0021-8499

Godey Bruno,ManthiouAikaterini, Pederzoli Daniele, RokkaJoonas, Aiello Gaeta, DonvitoRaffaele, and Singh Rahu(2016), Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior, Journal of Business Research, Vol. 69 Issue 12, p5833-5841. 9p, ISSN:0148-2963

Goodrich Kendall, de MooijMarieke (2014), How ‘social’ are social media? A cross-cultural comparison of online and offline purchase decision

influences, Journal of Marketing Communications. Vol. 20 Issue 1/2, p103-116. 14p, ISSN:1352-7266

Gupta Ruchita, & Jain Karuna, (2014) Adoption of Mobile Telephony in Rural India: An Empirical Study, Decision Sciences. Vol. 45 Issue 2, p281-307. 27p, ISSN:0011-7315

Gupta Shruti, JaiswalAnand Kumar, (2013), Review of Marketing Tactics at the Bottom of the Pyramid, Journal of Applied Business & Economics. 2013, Vol. 14 Issue 5, p30-40. 11p ISSN:1499-691X

HaidarPiali (2015), Modern Rural Marketing Network, Asia-Pacific Journal of Rural Development.Vol. 25 Issue 1, p91-102. 12p ISSN:1018-5291

Hensel Kyle, Deis Michael (2010), Using social media to increase advertising and improve marketing, Entrepreneurial Executive.Vol. 15, p87-97. 11p, ISSN:1939-4667

Hensel, Kyle, Deis Michael (2010), Using Social Media To Increase Advertising And Improve Marketing, Entrepreneurial Executive, Vol. 15, p87-97. 11p, ISSN:1939-4667

Hutton Graeme, Fosdick, Maggie (2011), The Globalization of Social Media Journal of Advertising Research, Vol. 51 Issue 4, p564-570. 7p, ISSN: 0021-8499

Journal of Applied Business & Economics. 2013, Vol. 14 Issue 5, p30-40.11p, ISSN:1499-691X

KapurMamta, Dawar, Sanjay, AhujaVineet R (2014), Unlocking the Wealth in Rural Markets, Harvard Business Review,Vol. 92 Issue 6, p113-117. 5p, ISSN:0017-8012

KaulAsha,ChaudhriVidhi, CherianDilip, Freberg Karen, Mishra Smeeta, Kumar Rajeev, Pridmore Jason, Lee Sun Young, RanaNamrata, MajmudarUtkarsh, and Carroll Craig E (2015), Social Media: The New Mantra for Managing Reputation, Vikalpa: The Journal for Decision Makers, Vol. 40 Issue 4, p455-491. 37p, ISSN: 0256-0909

KaurRimpi (2013), The Impact of Electronic Banking on Banking Transactions: A Cost-Benefit Analysis, IUP Journal of Bank Management. Vol. 12 Issue 2, p62-71. 10p, ISSN:0972-6918

Kumar, Mukund (2012), An empirical analysis to examine the effectiveness of awareness campaign in Rural areas, Romanian Journal of Marketing, Issue 1, p29-33. 5p, ISSN:1842-2454

LambertonCait& Stephen, Andrew (2016) A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. Journal of Marketing.Vol. 80 Issue 6, p146-172. 33p, ISSN:0022-2429

Leung Ada, Deborah Murray, Nurturing High-Growth Entrepreneurs in Rural Communities, Southern Journal of Entrepreneurship, Vol. 2 Issue 2, p41-55. 15p, ISSN:1935-8695

Lichul&Dongsub (2004), Understanding the Diffusion of Integrated Marketing Communications, Journal of Advertising Research.Vol. 44 Issue 1, p31-45. 15p, ISSN:0021-8499

Massey, Chan Fiona S (2011), Advertising Management: Media Challenges and Lesson Learnt, Advances in Management. Vol. 4 Issue 12, p38-45. 8p, ISSN:0974-2611

Matikiti Rosemary, Kruger Martinette, &Saayman Melville (2016), The usage of social media as a marketing tool in two Southern African countries Development Southern Africa. Vol. 33 Issue 5, p740-755. 16p, ISSN:0376-835X

Miranda, Shaila M, Young, Amber, YetginEmre (2016), Are Social Media Emancipatory Or Hegemonic? Societal Effects Of Mass Media Digitization In The Case Of The Sopa Discourse, MIS Quarterly.Vol. 40 Issue 2, p303-A32. 60p, ISSN:0276-7783

MuralidharanSidharth, La Ferle Carrie, Sung Yongjun (2015), CyberPsychology, Behavior & Social Networking, Vol. 18 Issue 6, p356-360. 5p, ISSN: 2152-2715

NarayananMadhavan, AsurSitaram, Nair Arun, RaoSachin, KaushikAvinash, Mehta Dina, AthalyeShubhangi, MalhotraAmita, Almeida Akhil, and Lalwani Rajesh (2012), Social Media and Business, Vikalpa: The Journal for Decision Makers, Vol. 37 Issue 4, p69-111. 43p ISSN:0256-0909

Neelameghan A (2009) Mobile Telephony Facilitates Rural Literacy In India, Information Studies, Vol. 15 Issue 1, p41-50. 10p, ISSN:0971-6726

RamolaPremalatha, John Jayaseelan (2014), Influence of Demographic Profile on Acceptance of Internet Banking in a Non Metro City in Tamil Nadu, India An Empirical Study, Journal of Internet Banking & Commerce. Dec2014, Vol. 19 Issue 3, p1-15. 15p, ISSN:1204-5357

Sandes, Urdan (2013), Electronic Word-of-Mouth Impacts on Consumer Behavior: Exploratory and Experimental Studies, Journal of International Consumer Marketing. Vol. 25 Issue 3, p181-197. 17p, ISSN:0896-1530

Shankar Amit,PoojaKumari, (2016), Factors Affecting Mobile Banking Adoption Behavior in India, Journal of Internet Banking & Commerce. Vol. 21 Issue 1, p1-24. 24p, ISSN:1204-5357

Sharma Nishi (2012), An Empirical Study of Rural Customer's Satisfaction from E-Banking in India Journal of Internet Banking & Commerce. Dec2012, Vol. 17 Issue 3, Special section p1-17. 17p, ISSN:1204-5357

Simpson-Bint (2010), Your Social Media Rep: Nothing to Tweet About, Brandweek. Vol. 51 Issue 31, p34-34. 1p, ISSN:1064-4318

SinghalTarun Kumar (2016), Impact of Social Media Expressions on Engagement and Trust of Customers, Amity Business Review. Vol. 17 Issue 2, p96-103. 4p, ISSN:0972-2343

Sinha, Vinita, Subramanian K, Bhattacharya Sonali, and ChaudhuriKaushik(2102), The Contemporary Framework On Social Media Analytics As An Emerging Tool For Behavior Informatics, HR Analytics And Business Process, Journal of Contemporary Management Issues. Vol. 17 Issue 2, p65-84. 20p, ISSN:1331-0194

Velmurugan, &Velmurugan (2014), Consumer Behaviour Toward Information Technology Adoption on 3G Mobile Phone Usage in India, Journal of Internet Banking & Commerce, Vol. 19 Issue 3, p1-18. 18p, ISSN:1204-5357

VermaSanjeev (2014), Online Customer Engagement through Blogs in India, Journal of Internet Commerce, Vol. 13 Issue 3/4, p282-301. 20p, ISSN:1533-2861

YazdanparastAtefeh, Joseph Mathew, & Muniz Fernanda (2016), Consumer based brand equity in the 21st century: an examination of the role of social media marketing, Young Consumers. Vol. 17 Issue 3, p243-255. 13, ISSN:1747-3616